

09. REWILD YOUR CONTENT



SEASON OF HARVESTING

Exploring brand values

This worksheet is designed to help you bring more authenticity and spontaneity to your brand story. By revisiting your content with fresh eyes, you'll identify areas where your messaging may feel overly polished or disconnected and explore new ways to create meaningful engagement.

Through reflective prompts and practical exercises, the aim of this resource is to help you approach storytelling in a more organic, immersive and emotionally compelling way. By the end of this process, you'll have a clearer idea of how you can create brand messaging that adds depth, creates trust and feels aligned with your vision and values.

1. What raw, untamed aspects of your brand story could create a genuine emotional connection?



2. Which messages feel overly polished or curated? How can you bring more spontaneity into your writing?



3. Are you relying on familiar phrases? How can you replace them with words that are uniquely yours?



4. How might you show vulnerability and strengthen a sense of connection with your audience?



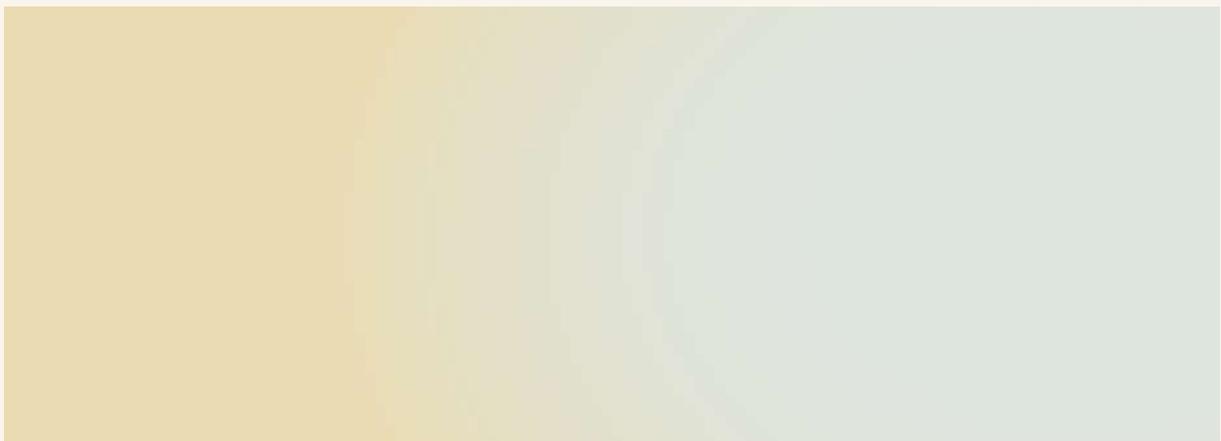
5. Does your messaging feel too structured or scripted? How can you bring more depth and warmth into it?



6. Have you tried reading your content aloud? Could you adopt a more conversational tone?



7. How can you use sensory details — scent, sight or sound — to evoke deeper emotions?



8. Are there parts of your story, untold moments that you feel emboldened and empowered to share?



Mini checklist

- My brand story includes raw, untamed and emotionally resonant elements.
- I've identified and removed overly polished or scripted messaging.
- My writing feels spontaneous, natural and true to my voice.
- I've eliminated clichés and approached my messaging with originality.
- I'm embracing vulnerability to foster deeper connections with my audience.
- I've refined my tone for a more natural, conversational feel.
- My content incorporates sensory details to enhance emotional depth.
- I've shared untold moments of my story that feel empowering and meaningful.

By using this checklist, you can quickly assess whether *your* storytelling is truly **rewilded** – genuine, engaging and connected to *your* audience!

Will you use it to guide your creative decisions moving forward?

Craft a brand that feels like home



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